Massachusetts Rideshare Program
Guidance on Collecting Commute Data:
Census Survey, Random Sample Survey, and Direct Count methods
Revised 2014

Section 1: An Introduction to Collecting Commute Data

The collection of accurate and comprehensive data on the commute trips of *applicable commuters* is essential for the success of a facility's commuting options program. Accurate data will help track the progress made in achieving drive-alone trip reductions and compare the commute modes employees take from year to year as well as identify the applicable commuters to direct drive-alone trip reduction incentives.

The Massachusetts Rideshare Regulation 310 CMR 7.16(4) and (5) requires the facility to provide data on the commute trips for all applicable commuters. This document provides step-by-step instructions on how to collect commute data using the following three commute data collection methods: **Census Survey method, Random Sample Survey method, and Direct Count method.**

Applicable commuters refer to *applicable employees* at the facility. For educational facilities, the term *applicable commuters* refer to both *applicable employees* and *applicable students* at the facility.

Facilities have two options to determine their applicable commuters:

Option 1:
*Applicable employee*s[1] are employees that:

- Work 17 hours or more per week for 20 or more weeks per year;
- Begin and complete their workday between 6 a.m. and 8 p.m.; and
- Use their vehicle for work purposes (not commuting) less than five times per month.

Applicable students are students that:

- Are full-time commuting students[2] and live off campus;
- Are scheduled to begin and complete classes between 6 a.m. and 8 p.m.; and
- Need their vehicle for class assignments or for after-school work less than five times per month.

Option 2:
*Applicable employee*s are employees that:

- Begin and end each workday between 6:00 a.m. and 8:00 p.m.

Applicable students are students that:

- Begin and complete classes between 6:00 a.m. and 8:00 p.m.

NOTE: If a facility chooses Option 2 for the first time after using Option 1 in prior reporting years, the facility must complete a **Base Report**.

[1] Contractors may also be applicable employees if they are administratively-connected to the facility.
[2] The term "full-time student" is as defined by the educational institution.

Section 2: Census Survey Method

The Census Survey method is used to collect commute data on the transportation modes by surveying the facility's applicable commuters during the survey period.[3] **The facility must achieve at least a 50% response rate using the Census Survey Method.** Once collected, transfer commute data to one of the Summary Commute Data (SCD) Forms based upon the percentage of commuters responding to the survey.

Identify the Applicable Commuter Population

Review the records to identify the total number of applicable commuters at the facility. This is the commuter population to be surveyed. If the records cannot identify all the facility's applicable commuters, the census survey may be sent to all the commuters at the facility; however, *only count the surveys completed by applicable commuters.* Any employee or student who answers "Yes" to the applicable commuter criteria on the survey form is an applicable commuter.

Method	Collect data on
Census Survey Method	▪ All applicable commuters; or, ▪ All commuters; only count the survey responses from applicable commuters and calculate the estimated total number of applicable commuters.

Select a Survey Form

Use the Employee Commute Survey[4] form to survey the commuters. A facility may choose to develop an alternate survey form; however, the survey must include all key information found on MassDEP's form.

Choose a Commute Data Collection Period

The facility may choose to collect commute data during a "specific target week" or a "typical 5-day week from May through September". Be sure to identify the target period on the commuter survey form(s). If selecting a "specific target week", choose a commute data collection week for conducting the survey that represents a typical commuting week, for example, a non-holiday week. Collect commute data on the facility's applicable commuters over the number of days that represent the facility's regular operating schedule. For example, if the majority of the commuters travel to the facility on Monday through Friday, then collect commute data for this five-day period. Select one of the following two data collection approaches:

- *Ongoing Data Collection Approach:* Distribute the survey *at the start of* the commute data collection week. For example, the facility may ask applicable commuters to fill out their survey each day they arrive at the facility. The advantage of this approach is that commuters may be more accurate in recording how they commute to the facility than with the timed-back data collection approach.

- *Timed-Back Data Collection Approach:* For the specific target week, distribute the survey *the week following* the commute data collection week. For example, if the commute data collection week is Monday through Friday, distribute the survey on the following Monday and ask commuters how they commuted to the facility during the previous week.

[3] The facility may choose to collect commute data during a "target week" or a typical 5-day week from May through September.

[4] For educational facilities, use both the *Employee Commute Survey* and the *Student Commute Survey* forms.

Survey Commuters to Obtain a High Response Rate
Develop a comprehensive plan to promote, distribute, and collect the survey from the applicable commuters in order to achieve a high response rate. Some strategies for increasing commuter participation include:

Many employers achieve a high response rate by using central coordinators or teams to carry out the commuter survey.

a. Promote the survey

- Highlight the commuter survey in the facility's monthly newsletter.
- Promote Commuter Awareness events such as a "Transportation Day".
- Emphasize the air quality benefits of reducing drive-alone commute trips.
- Send notices to commuters prior to the survey and during the survey week.
- Post messages on the web, on bulletin boards, e-mail, etc.

b. Distribute and Collect the Survey

- Train coordinators to distribute and collect the survey from commuters.
- Distribute an endorsement from management that encourages commuters to participate.
- Distribute and collect the surveys with other routine communications or during meetings.
- Distribute and collect the surveys during promotional events or at information tables.
- Send out e-mails to commuters reminding them to complete and return their surveys.
- Consider rewarding responding commuters with promotional incentives such as company coffee mugs, tee shirts, and other prizes.
- Consider rewarding survey coordinators for obtaining a high response rate.

c. Confirm that each commuter's survey is complete

- Each commuter's survey form must account for each day of the week and has the commuter's contact information.

d. Determine the survey response rate

- The facility must achieve at least a 50% response rate using the Census Survey method. As needed, follow up on applicable commuters who did not respond to the survey, i.e. non-responders, to achieve the minimum response rate.

Go to Section 5 to complete a *Summary Commute Data Form, Base/Update Report,* and submittal instructions.

Section 3: Random Sample Survey Method

The Random Sample Survey method is another method of collecting commute data on the transportation modes used by the facility's applicable commuters. Using either the Simple or Stratified Random Sample Survey method, randomly select a limited number of applicable commuters to represent all applicable commuters at the facility. **The facility must achieve at least a 90% response rate using the Random Sample Survey method.** Once collected, transfer the commute data to the SCD Form 4.

Identify the Applicable Commuter Population
Review the facility's records to identify the total number of applicable commuters. **Do not use the Random Sample Survey method if the applicable commuter population cannot be pre-determined.**[5]

Method	Collect data on
Simple Random Sample Survey Method	▪ A *commuter sample* of randomly selected applicable commuters according to Rideshare Program's guidelines.
Stratified Random Sample Survey Method	▪ A *commuter sample* of randomly selected applicable commuters according to Rideshare Program's guidelines and selected from subgroups within the commuting population. Maintain the same percentage of commuters in each subgroup as is reflected in the total population.

Determine the sample size
Use the following Table to identify the minimum number of applicable commuters the facility must have in its sample size. To use the table, first find the total number of applicable commuters at the facility from the left-hand column. **This is the commuter population**. Then look to the right for the number of applicable commuters to sample. **This is the sample size**.

For example, if the total number of applicable commuters at the facility is 3,336, the sample size is 788 applicable commuters. The facility also has the option to survey a larger sample size than specified in Table 1 to obtain a high response rate. For example, if the sample size is 788, survey 1,000 commuters and use the first 788 responses for a 100% sample size response.

[5] Use the Census Survey method if the number of applicable commuters cannot be pre-determined.

Minimum Applicable Commuter Sample Size

# of Applicable Commuters	Sample Size[6]
250-299	203
300-349	235
350-399	264
400-449	291
450-499	317
500-549	341
550-599	363
600-649	385
650-699	404
700-749	423
750-799	441
800-849	458
850-899	474
900-999	489
1,000-1,499	517
1,500-1,999	624
2,000-2,499	696
2,500-2,999	748
3,000-3,499	788
3,500-3,999	818
4,000-4,499	843
4,500-4,999	863
5,000-5,999	880
6,000-6,999	906
7,000-7,999	926
8,000-8,999	942
9,000-9,999	954
10,000-14,999	965
15,000-19,999	997
20,000-24,999	1014
25,000 and over	1024

Calculate the Skip Interval

Arrange a list of all the applicable commuters in alphabetical order. A skip interval is a counting method used to select applicable commuters for the commuter sample. To determine the skip interval, use the following equation:

#Total Applicable Commuters ÷ Applicable Commuter Sample Size

For example:

4,215 [Total Applicable Commuters] ÷ 843 [Applicable Commuters Sample Size] = 5.0 [Skip Interval]

[6] The *sample sizes* used in the Table are based on a low ± 3% margin of error. A ± 3% margin of error means that survey data are accurate within a ±3% range. Therefore if the survey data show that 83% of the applicable commuters are driving alone, in reality the true range of the proportion of applicable commuters driving alone is between 80% and 86%. The *reliability or confidence* of the sample is the risk that the margin of error may be larger than the one specified. The sample sizes used in the Table above are based on a 95% reliability, i.e. there is a 95% confidence level that the margin of error will not exceed ± 5%. The higher the reliability of the sample the higher the accuracy of the data.

The skip interval must be a whole number and it is recommended to round down to the nearest whole number. The skip interval will be used in conjunction with the random start number to select the applicable commuter sample.

Identify a random start number
Select a random number in order to begin the selection of the applicable commuter sample. To select a random number, select a number between 1 and the skip interval, inclusive. For example, if the facility's skip interval is 5.0, select a random number between 1 and 5 using a random number table or use some other random procedure.

Once the random number is chosen, the facility should select the applicable commuter sample using the skip interval. For example, if the random number is 3, the facility would select the third name from the top of the list of applicable commuters as the first applicable commuter for the sample. The second and subsequent applicable commuter names would be selected by adding the skip interval to the random start number. For example:

1. 3 (random start #); select the 3rd applicable commuter from the top of the list.
2. 3 + 5 (skip interval #); select the 8th applicable commuter from the top of the list.
3. 8 + 5; select the 13th applicable commuter from the top of the list

Continue this procedure until all the applicable commuters have been selected to reach the required sample size. To survey more commuters than the minimum sample size, continue to select commuters until reaching the desired sample size. Once the applicable commuters are selected, the facility should be sure to keep records of the names of commuters that were selected for the sample.

Select a Survey Form
Use the Employee Commute Survey[7] form to survey the commuters. A facility may choose to develop an alternate survey form; however, the survey must include all key information found on MassDEP's form.

Choose a commute data collection collection period
The facility may choose to collect commute data during a "specific target week" or a "typical 5-day week from May through September". Be sure to identify the target period on the commuter survey form(s). If selecting a "specific target week", choose a commute data collection week for conducting the survey that represents a typical commuting week, for example, a non-holiday week. Collect commute data on the facility's applicable commuters over the number of days that represent the facility's regular operating schedule. For example, if the majority of the commuters travel to the facility on Monday through Friday, then collect commute data for this five-day period. Select one of the following two data collection approaches:

- *Ongoing Data Collection Approach:* Distribute the survey *at the start of* the commute data collection week. For example, the facility may ask applicable commuters to fill out their survey each day they arrive at the facility. The advantage of this approach is that commuters may be more accurate in recording how they commute to the facility than with the timed-back data collection approach.

- *Timed-Back Data Collection Approach:* For the specific target week, distribute the survey *the week following* the commute data collection week. For example, if the commute data collection week is Monday through Friday, distribute the survey on the following Monday and ask commuters how they commuted to the facility during the previous week.

[7] For educational facilities, use both the *Employee Commute Survey* and the *Student Commute Survey* forms.

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- Emphasize the air quality benefits of reducing drive-alone commute trips.
- Send notices to commuters prior to the survey and during the survey week.
- Post messages on the web, on bulletin boards, e-mail, etc.

b. Distribute and Collect the Survey

- Train coordinators to distribute and collect the survey from commuters.
- Distribute an endorsement from management that encourages commuters to participate.
- Distribute and collect the surveys with other routine communications or during meetings.
- Distribute and collect the surveys during promotional events or at information tables.
- Send out e-mails to commuters reminding them to complete and return their surveys.
- Consider rewarding responding commuters with promotional incentives such as company coffee mugs, tee shirts, and other prizes.
- Consider rewarding survey coordinators for obtaining a high response rate.

c. Confirm that each commuter's survey is complete

- Each commuter's survey form must account for each day of the week and has the commuter's contact information.

d. Determine the survey response rate

- The facility must achieve at least a 90% response rate using the Random Sample Survey method. As needed, follow up on applicable commuters who did not respond to the survey, i.e. non-responders, to achieve the minimum response rate.

Go to Section 5 to complete a *Summary Commute Data Form, Base/Update Report,* and submittal instructions.

Section 4: Direct Count Method

Using the Direct Count method, the commuting patterns of the applicable population are determined by a Commuter Trip Count or Transportation Records Count. **The facility must achieve at least a 50% response rate using the Direct Count method.** Once collected, transfer the commute data to one of the SCD Forms. This method is designed to be used by facilities that have:

- On-site or off-site parking area(s) but not on-street parking, unless the applicable commuter vehicles can be easily distinguished;
- A means to collect data on all commute trips including drive-alone, carpool, vanpool, public transit, boat/ferry, bicycle and walking trips; and
- A means to distinguish applicable commuter vehicles from visitor vehicles to the facility.

Identify the Applicable Commuter Population

Review the facility's records to identify the total number of applicable commuters at the facility, i.e. the applicable commuter population*. Do not use the Direct Count method if the applicable commuter population cannot be pre-determined.*[8]

Method	Collect data by
Direct Count Method: Commuter Count only	▪ Counting all commuters in each vehicle entering all parking areas between 6 a.m. and 8 pm daily and distinguish between drive-alone, carpool, and vanpool commuters. Note: A count of parked vehicles in parking lots does not meet the requirements of the Direct Count Method. Use a 6 a.m. to 8 p.m. daily count for transit users, bicyclists, and walkers.
Direct Count Method: Commuter Count and Survey/Records Count	▪ Counting all commuters in each vehicle entering all parking areas between 6 a.m. and 8 pm daily as indicated above in the "Direct Count Method: Commuter Count only" method. Use a facility transportation records count or survey to count transit users, bicyclists, and walkers. Census or Random Sample Surveys must meet the minimum response rates as indicated in this guidance.
Direct Count Method: Transportation Records Count only	▪ In lieu of a vehicle count, reviewing facility transportation records and counting the applicable commuters who are drive-alone, carpool, or vanpool commuters. Using facility transportation records, count transit users, bicyclists, and walkers.

[8] Use the Census Survey method if the number of applicable commuters cannot be pre-determined.

Direct Count Method – Commuter Trips Count Only

1) **Daily counts**
   Take daily counts of drive-alone commuters, carpoolers, and vanpoolers as they enter parking areas for the entire time period between 6 a.m. to 8 p.m. during the target week. Count each commuter only once during the course of the day. If there is more than one entrance to the parking area(s), make sure to position someone at each entrance to the area. To facilitate this task, attendants may want to identify the number of commuters in each vehicle, perhaps with a windshield ticket. This will assist them when counting vehicles in Step 2. The goal of this method is to count one-way applicable commuter trips over a target week.

2) **Adjust the applicable commuter numbers at the end of the day**
   Commuters remaining at the facility beyond 8 p.m. are not applicable commuters and are excluded from the data collection process. At 8 p.m., count the remaining drive-alone, carpool or vanpool vehicles. Take notice of the number of commuters associated with these vehicles and subtract this number from the count of applicable commuters in Step 1.

3) **Count public transit passes**
   If the facility has an on-site transit stop as the only means for transit commuters to arrive on-site, perform a daily count of these commuters from 6 a.m. to 8 p.m.

4) **Take daily counts of bicycles**
   Count the number of bicycles arriving between 6 am to 8 pm. At 8 p.m., count any remaining bicycles and subtract this number from the daily count of applicable commuters.

5) **Take daily counts of walkers**
   Count the number of walking commuters arriving between 6 am to 8 pm daily

Direct Count Method - Commuter Trips and Records/Survey Count

1) **Daily counts**
   Same as Step 1 under Direct Count Method – Commuter Trips Count.

2) **Adjust the applicable commuter numbers at the end of the day**
   Same as Step 2 under Direct Count Method – Commuter Trips Count.

3) **Count public transit passes**
   Count the number of public transit passes that are issued to applicable commuters.

4) **Take daily counts of bicycles**
   Count the number of registered bicyclists in facility's bicycling program.

5) **Take daily counts of walkers**
   Count the number of registered walkers in facility's walking program.

Direct Count Method - Transportation Records Count only

1) **Use facility's transportation records**
   Determine how many of these commuters are drive-alone commuters, carpoolers, or vanpoolers. Count transit users, bicyclists, walkers and all other commute modes used by the applicable commuter population using facility transportation records. Refer to *Direct Count*

Method – Commuter Trips and Records Count, specifically Steps 3, 4, and 5 for details on counting these commute modes.

Choose a commute data collection week

Choose a commute data collection week for conducting the count that represents a typical commuting week, for example, a non-holiday week. Collect commute data on the facility's applicable commuters over the number of days that represent the facility's regular operating schedule. For example, if the majority of the commuters travel from Monday through Friday, then collect commute data for this five-day period.

Poll/survey commuters for how pubic transit can be improved

Use the information gathered from commuters to implement the "Negotiations with Transit Providers" DACT reduction incentive.

Section 5: Three Steps to Complete the Data Collection Process

The Table below can be used to help determine which Summary Commute Data (SCD) Form to complete based on the survey method used and the survey response rate obtained.

Method	Response Rate		Use Form
Census Survey or Direct Count	Response Rate of 90% or greater		SCD 1
	Response rate of 75% or greater but less than 90%		SCD 2
	50% or greater but less than 75% AND	Add 1 DACT Reduction Incentive*	SCD 2
		No additional DACT Incentive**	SCD3
Random Sample	Response rate of 90% or greater		SCD 4

Complete a Rideshare Program Base Report or Rideshare Program Update Report
See the "*Guidance on Complying with the Rideshare Regulation*" under the section "Five Steps to File…" to determine whether the facility is required to file a *Rideshare Program Base Report, or Rideshare Program Update Report.*

The SCD Form must be submitted with the Rideshare Program Base or Update Report.

Note: For Rideshare Program Update Report only
Use the table below to locate the Total DACTs (Adjusted) and Total Trip numbers in the facility's Rideshare Program Base Report to assist in completing the Rideshare Program Update Report, Section E.

Rideshare Program Base Year DACT Numbers for Update Report Section E.

For facilities with Base Reports in	Section E.1. "Total DACTs" (Adjusted) - Base Year can be found in the Base Report	Section E.1. "Total Base Year Trips, All Modes" can be found in the Base Report
1995-1997	Section D. 1.a. Drive Alone Entire Way (SOCVs)	Section D. 1.m. Total Trips by Commuters for Target Commute Period, All Modes
1998-1999	Section C.1.c, Adjusted Total # of Drive Alone Trips	Section C.3, Total # of Trips for All Commute Modes
2000 and later	Section E.1, Total # of Drive Alone Trips ("A")	Section E.2, Total # of Trips, All Commute Modes ("J")

Submit the Rideshare Program Base/Update Report and SCD form to MassDEP
Submit an original signed copy of the Rideshare Program Base or Update Report including the Summary of Commute Data form by postal mail by **December 31**. Include all other supporting documentation and a sample copy of the facility's commute survey or summary of direct count tally sheets. Failure to complete and submit the Rideshare Program reporting forms in accordance with this guidance document, the facility may be subject to enforcement action under the Massachusetts Rideshare Regulation, 310 CMR 7.16.

Section 6: Optional Drive-Alone Trip Reduction Incentives

Trip Reduction Incentive	What It Is
1. Telecommuting (TC)	*Commuter Scheduling Change*. This incentive allows commuters to work at a location other than the facility, from one day a week to the entire commuter work schedule. TC locations may include the commuter's home, a satellite work center closer to the commuter's home or a neighborhood work center shared by several employers.
2. Flextime	*Commuter Scheduling Change*. This incentive involves establishing a policy to allow commuters to set their own start and end times for a typical workday. This program gives commuters flexibility to set up carpools and to take public transportation.
3. Compressed work week (CWW)	*Commuter Scheduling Change*. This incentive involves adopting a schedule that allows commuters to work more hours per day but fewer days per week. Typical CWW schedules may include working nine days over two weeks or four days over one week.
4. Cash incentive programs	*Financial Mechanism*. This incentive involves providing a full or partial subsidy to commuters that carpool, vanpool, use public transportation, walk, or bike. The facility may implement a short-term cash-for-transit program, cash-for-gas program for carpoolers, a commuting expense allowance for bicyclists, or other cash incentive program. Note that an employer may obtain tax benefits by offering some of the above-mentioned commuter incentives. Contact MassRIDES at 1-888-4COMMUTE for any questions regarding the tax benefits of cash incentive programs.
5. Commuter Tax Benefit program	*Financial Mechanism*. Under federal tax regulation, employers may allow employees to set aside salary, before taxes, to pay for commuting by public transit, shuttle bus, subscription bus and vanpool. Commuters can also set aside salary, tax free, for parking expenses at or near a facility from which a commuter commutes via public transit, vanpool or car/pool. Employers save on payroll taxes and employees save on federal income taxes. Visit the MassRIDES website at http://www.commute.com/ or the latest federal tax code allowance for pre-tax deductions.
6. Commuter transportation coordinator	*Administrative Coordination*. This incentive involves designating a full or part-time coordinator for transportation planning activities and compliance with the Rideshare Program at the facility. If the facility chooses to implement this option, include the position in the commuter's job description.
7. Lockers, changing room & shower	*Bicycle Incentive*. This incentive involves providing lockers, a private changing area, and a shower for bicyclists.
8. "Bike to Work" events	*Bicycle Incentive*. This incentive involves providing a "Bike to Work" promotional events periodically to encourage bicycling to the facility.
9. Bicycle coordinator	*Bicycle Incentive*. This incentive involves designating an employee to organize bicycle events and coordinate bicycle programs to promote bicycling to the facility. Employers choosing to implement this incentive must include the bicycle coordinator position in the employee's job description.

Trip Reduction Incentive	What It Is
10. On-site bike lane & path	*Bicycle Incentive*. This incentive involves developing a bicycle lane or bike path on or around the facility for commuter use. Bicycle lanes are located in roadways used by vehicles and are clearly demarcated for use by bicycles. Bicycle paths are built exclusively for bicycles and are separate from the flow of vehicles.
11. Borrow-a-bike	*Bicycle Incentive*. This incentive involves providing five or more bicycles for commuters to borrow for the commute to work, school or for travel during the day.
12. Shuttle	*Connecting/Support Transportation*. This incentive involves providing transportation, usually by a van, to connect commuters from public transportation or park-and-ride lots to the facility. The facility may also offer a shuttle during the day to connect commuters to town centers or shopping areas.
13. Guaranteed Ride Home (GRH) or Emergency Ride Home (ERH)	*Connecting/Support Transportation*. This incentive involves offering commuters who carpool, take transit or otherwise do not drive-alone a ride home in case of unforeseen circumstances or emergencies. Employers typically offer the GRH by taxi, company vehicle, shuttle, car-sharing vehicle or auto rental, with or without cost to commuters. Usage is low, with only an estimated 1% of eligible participants taking advantage of this "safety net".
14. Car-sharing programs	*Shared Vehicle Services.* This incentive involves arranging for the availability of a vehicle for commuter use through a car-sharing program. Car-sharing vehicles are available at convenient locations and commuters can reserve these vehicles as needed on an hourly basis.
15. Transportation Management Association (TMA)	*Employer Coalition*. This incentive involves forming or joining a TMA, which is a business partnership between two or more employers in the same geographic area that provides transportation options for the employers. Typically, TMAs have a central coordinator who performs transportation planning for the participating employers.
16. Parking cash-out	*Parking Control Measure*. This incentive involves establishing parking fees and then offering commuters the equivalent value of that parking when they choose to not park at the facility. Commuters can then purchase a parking space or use the money to buy a transit pass or carpool. Commuters save money because the alternatives to parking are generally less expensive than the parking fees.
17. Charge-for-parking	*Parking Control Measure*. This incentive involves establishing parking fees for commuter parking areas.
18. Vanpool program	*Vanpoo*l. This incentive involves acquiring, by purchase or lease, a vanpool for commuters to commute to work.
19. Advanced technology vehicles	*Advanced Technology Vehicles.* This incentive involves acquiring, by purchase or lease, at least one compressed natural gas (CNG) vehicle, propane vehicle, electric vehicle, or hybrid electric vehicle for commuters to use to commute to the facility or to travel during the day.
20. On-campus housing (Educational Facilities)	*On-Campus Housing.* This incentive involves counting the number of students who shifted from commuting to living on-campus.